SOUTH PASADENA PUBLIC LIBRARY
Local History File
Not To Circulate

Cawston Ostrich Farm - Pamphlets

Catalog and Prices

The Beauty of a Cawston Ostrich Plume

Copyright, 1913, by the Cawston Ostrich Farm

The Story of Cawston's Ostriches

SURROUNDED by live oaks, palms, orange trees and flowers, the Cawston Ostrich Farm at South Pasadena, California, furnishes one of the unique show places of the Pacific Coast.

To tropical Southern California Mr. Edwin Cawston brought the first ostriches twenty-seven years ago. A subsequent duty of $500 a bird has made further importation practically impossible, so every ostrich now in the United States is a descendant of this first shipload of fifty birds.

Little wonder, then, that the Cawston Ostrich Farm has gained the first place with those who wish to purchase the finest quality plumes. So, for a quarter of a century the ostrich—giant of all birds, weighing up to 300 lbs., with eggs weighing 3 lbs.—has become an American institution. $2,000 is the price placed on the choicest male ostrich, and a quarter of a million dollars would hardly pay for the whole Cawston flock.

Working with the birds themselves, experimenting and perfecting in the extensive finishing shops, the Cawston Ostrich Farm has educated a corps of experts who are infallible in choosing the finest male bird stock, and in manufacturing it so as to insure brilliancy, lustre, grace, long life and, above all, the smartness which the latest style demands.

Every purchaser of the Cawston Plumes, whether buying by mail or directly from the Farm, or from one of the four stores in Los Angeles, San Francisco, Chicago or New York, may rest assured that she is securing the finest goods procurable.

A famous journalist exclaimed as he viewed these odd visitors from Africa—"This is the strangest sight in America, and one of the most interesting." You must visit the Farm some day, if you have not done so, and see the regal birds whose plumes for centuries have been the mark of royalty, and the treasured ornaments of the court beauties of the Old World and of the women of fashion in the New World.

Among the beauties of Nature at her best, you shall see the constant birds mated for life. There sits a female on her fifteen eggs, from which within 4 years will grow ostriches of full size and ripe plumage, which will be able to reach an orange ten feet from the ground.

The grey feathers of the mother bird match the grey of the sand. At night the male bird, with his dark plumage, blends with the blackness and so protects his prospective young. These dark male plumes have to be dyed to secure the rich, glossy Cawston Black.

But the little chicks in the next corral make you rub your eyes and tax your brain to convince you that one of them may furnish your hat with a choice Cawston Plume.

They are veritable porcupine birds covered with bristling quills, with never a suggestion of flues (feathery branches) appearing as yet.

Little ostriches crave gravel at first, but soon eat green stuff in quantity. On their health depends the quality of the plumes, and if they are protected from chill and their diet watched, their plumes will probably not be "barred." These "bars" are lines running from the center slightly forward toward the quill end, and are not made by moths or the bill of the bird. "Bars" are inevitable and occur sometimes on the choicest plumes.

Yonder is a keeper who has hooded a male and who now clips the plumage from wings and tail. None of the barbarity connected with the getting of birds and wings sometimes worn, attends the securing of ostrich plumes. First the quill is cut and later the withered stub is painlessly removed. So the Audubon Society and bird lovers generally have wisely put the stamp of approval on the use of ostrich plumes.

See the band of huge birds charging across the spacious enclosure like a cavalry troop, and wheel with sail-like wings outstretched to guide them in their strange evolutions. Now hundreds stand at attention with heads upraised awaiting the keeper and his oranges.

Many thousand tourists visit the Cawston Ostrich Farm each year, inspect the birds and buy the Plumes. Some day we hope you will visit us.

A Cawston Plume is an investment, for it bears interest in real service and satisfaction.

Cawston Special Plumes

HE CAWSTON SPECIAL is a splendid plume at a popular price. It is brilliant and lustrous, full and fluffy, with a heavy head, and has gained popularity among the patrons of the Cawston Ostrich Farm.

Never before have we offered a plume of these lengths and corresponding quality at such inviting prices.

The Cawston Special Plume is made of excellent, medium-width Ostrich Feathers which have passed a rigid inspection, and so they are marked with the Cawston Trademark, and are covered by the Cawston Guarantee.

The Cawston Special is furnished in White, Black, Natural or any solid color. Shaded colors 50c extra.

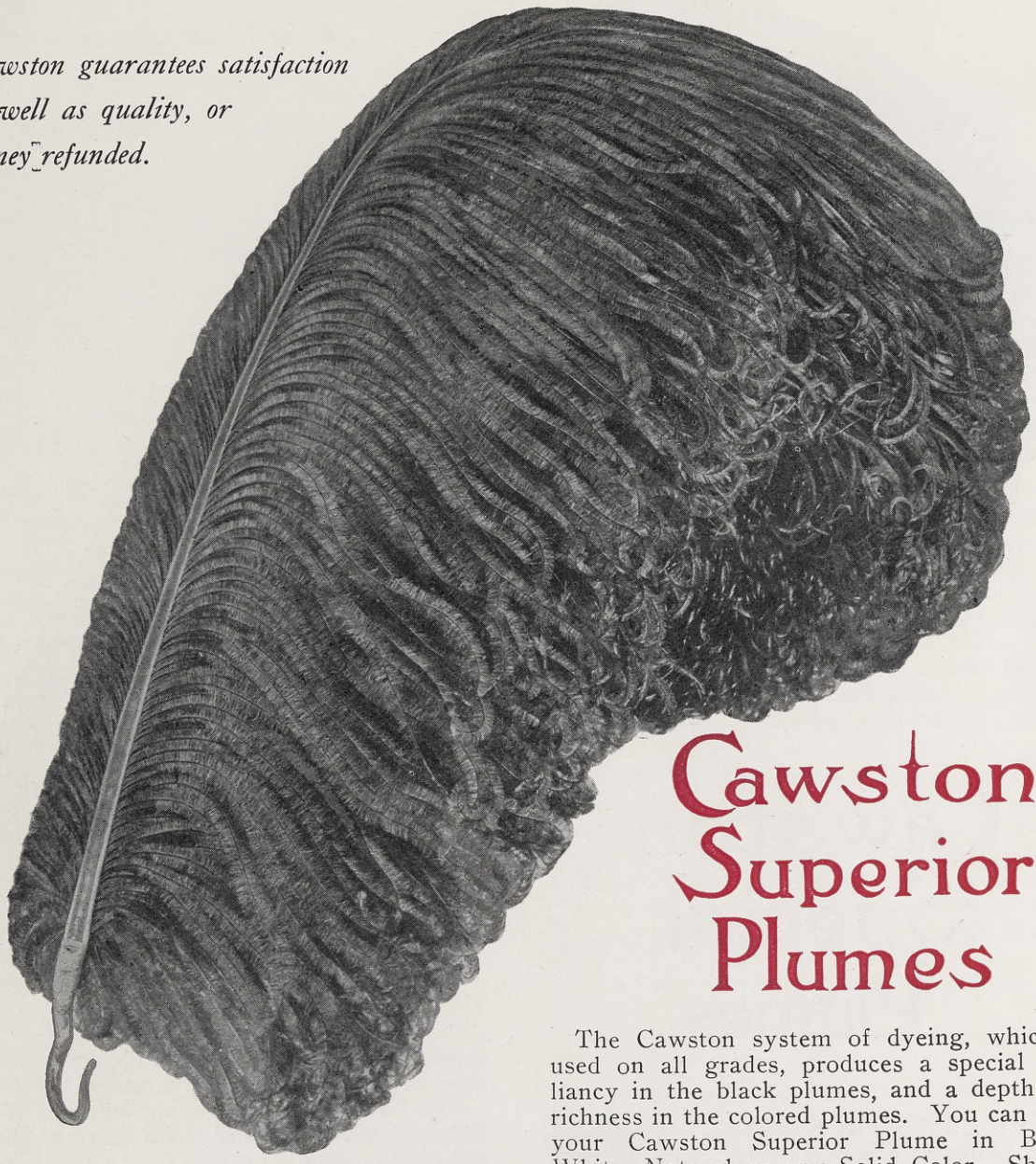
State color and length when ordering and use the order blank which, for your convenience, we have placed on Page 15.

No. 15—15	inches	long	$2.50
No. 16—16	"	"	3.25
No. 17—17	"	"	3.75
No. 18—18	"	"	5.00
*No. 19—19	"	"	7.00

These prices cancel all previous quotations.

***This is the Plume we offer, 19 inches long, at $7.00, or with Coupon, $5.50. See the Cash Coupon Slip enclosed in this Catalog.**

Cawston guarantees satisfaction as well as quality, or money refunded.



Cawston Superior Plumes

The Cawston system of dyeing, which is used on all grades, produces a special brilliancy in the black plumes, and a depth and richness in the colored plumes. You can have your Cawston Superior Plume in Black, White, Natural or any Solid Color. Shaded Colors 50c extra.

State color and length when ordering and use the order blank which, for your convenience, we have placed on Page 15.

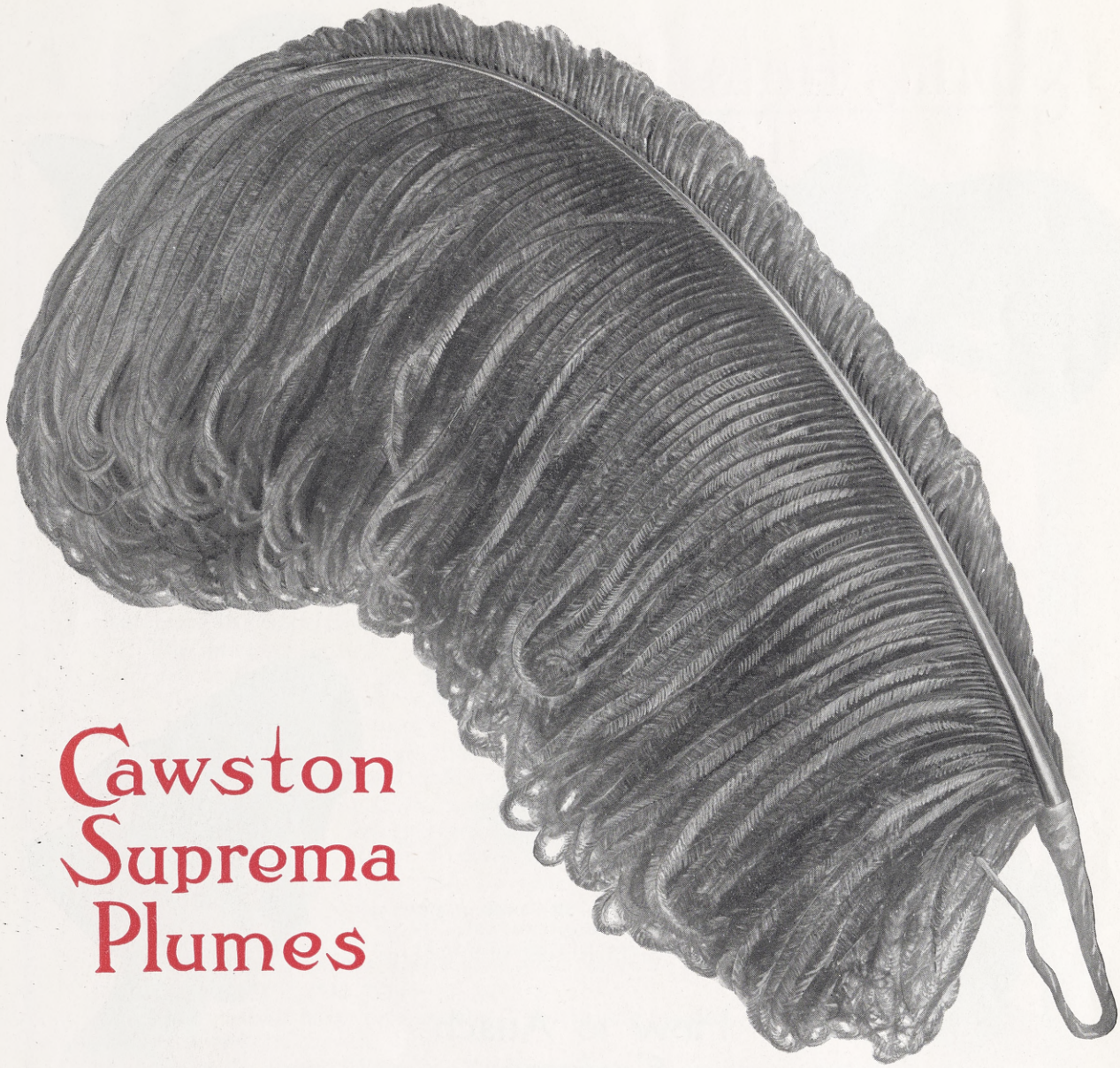
THIS represents a standard Cawston Plume of quality. It has met with the widest approval among our customers for years, as shown by their repeated orders.

The Cawston Superior is made from three feathers selected from our large stock for their long and wide flues and perfect condition. The fullness and richness of this Plume makes it suitable for use on the finest hats.

No. 030—13	inches	long	$ 3.00
No. 050—15	"	"	5.00
No. 070—17	"	"	7.50
No. 090—19	"	"	10.00
No. 021—21	"	"	14.00
No. 024—24	"	"	18.00
No. 027—27	"	"	20.00
No. 032—32	"	"	26.00

These prices cancel all previous quotations.

This is the original Ostrich Plume on which the Cawston reputation has been made. Sold for 28 years.



Cawston Suprema Plumes

THE CAWSTON SUPREMA, of best prime stock, represents the finest Ostrich Feathers produced in both quality and extreme width. The flues are heavy and fluffy and the head full. The proud possessor of a Cawston Suprema Plume may be assured that she has the best Ostrich Plume procurable, and one which gives to her costume an air of refined elegance.

The Suprema is furnished in Black, White, Natural, or any Solid Color. Shaded Colors 50c extra.

State color and length when ordering and use the order blank which, for your convenience, we have placed on Page 15.

No. 415—14	inches	long	$ 7.50
No. 615—16	"	"	12.00
No. 815—18	"	"	15.00
No. 915—20	"	"	20.00

These prices cancel all previous quotations.

Plumes Made to Order

We shall be glad to furnish you an estimate of the cost of a Plume or any other Ostrich Feather Goods made up after your own design. Kindly furnish us with a sketch and a sample showing the colors or shades desired.

Spring Hats from Paris Trimmed with Cawston Plumes

SHOWING the Cawston Special Quality Plume No. S. Q., 21 inches long, specially priced at $10.00.

This Cawston Superior Plume No. 989, 18 inches long, at $8.00.

This shows a No. 19 Cawston Special Plume, of exceptional value, 19 inches long, specially priced at $5.50.

SHOWING a Cawston Special Plume No. 17, 17 inches long, at $3.75.

This shows a Cawston Special Plume, No. 13, 13 inches long, at $1.75.

How to Attach Cawston Plumes to Hats

Cawston Plumes are made of several prime feathers placed in **layers** one over the other.

HOW TO SEW ON. Sew your plume on securely by thrusting the needle sidewise **between** the layers of the quill and not **through** the quill.

Some milliners attach plumes without regard to their value. Often they sew through the quill, thus damaging the feather. They sometimes improperly bend the quill to the breaking point.

HOW TO BEND PLUME. If your plume needs to be twisted or bent, you can easily do this by using the back edge of your scissors on the underside of the quill, and with a gentle, gradual pressure, slip the scissors along, giving an extra pressure about every half inch.

This will give the desired curve without breaking by bending abruptly. The quill of an ostrich plume can be bent almost double if bent carefully.

A Personal Letter—*to You*

Dear Madam:—

I wish I could show you through these beautiful grounds of our Ostrich Farm, and then that we could auto up to the breeding farms where there are one thousand more ostriches. You would understand more clearly than this letter can tell you why a Cawston Plume is a safe, satisfactory investment, whether you buy by mail or at one of our stores in the cities.

I hope you will visit the Coast at the time of the Exposition in 1915, or sooner. Then you will see the Cawston Ostrich Farms, for thousands of tourists visit this "Show Place of California."

My family and I live here at the Farm, and I personally oversee the raising of our big birds and the dyeing, curling, finishing—yes, the repairing of the plumes and feather novelties.

Every single Cawston Plume must be up to our standard of stock, gloss, color and strength before I will permit the Cawston Trademark to go on it, or the Cawston Guarantee to go with it.

Now you can see why women seldom ask us to replace their plumes with better ones, as the Guarantee allows them to do any time during a year if there are any imperfections.

The moulted feathers, poor female feathers and imperfect feathers we do not sell to you. These have a ready sale to department and bargain stores, but without our name or trademark upon them. They wear well for a while and can be sold at low prices.

The Cawston Plumes are different. They are trademarked—they last for years—can be re-dyed and re-finished again and again.

We are establishing Cawston Stores in the cities and now we have a chain across the country. Every store has a full stock just like the Farm Store, and each has its own Repair Factory with experts in charge.

Perhaps you can save time by ordering from the nearest store. You will surely get the same quality, the same selection, the same prompt attention.

Now, about repairs. Don't send your valuable old feathers to a milliner or an ordinary dyeing house.

"Better than most new plumes," writes one woman of her Cawston Repaired Feathers.

Study the Repair Work and Prices on Page 10, and the Plumes on Pages 3, 4 and 5, and the Plumes placed on hats on Page 6.

Then fill out one or both of the Order Blanks on Page 15.

If you are an old customer, we thank you for your patronage, which has helped to make this a $1,000,000 concern, the largest of its kind in the world.

If you have never bought Cawston Ostrich Plumes, we want you as a customer, and guarantee satisfaction at reasonable prices.

Sincerely yours,

(Signed) H. O. Vatcher Jr

Secretary and Gen. Manager.

Reasons for Confidence in Cawston

Omaha 1898

Portland 1905

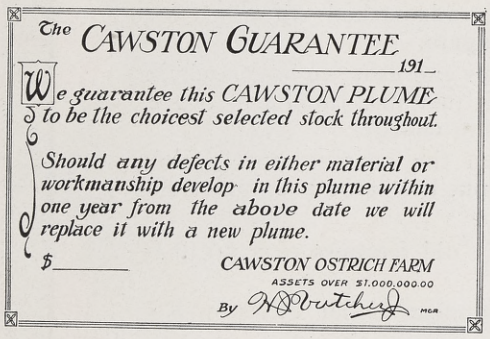
Paris 1900

Seattle 1899

St. Louis 1904

Buffalo 1901

Jamestown 1907



The CAWSTON GUARANTEE

_____ 191_

We guarantee this CAWSTON PLUME to be the choicest selected stock throughout.

Should any defects in either material or workmanship develop in this plume within one year from the above date we will replace it with a new plume.

$_____

CAWSTON OSTRICH FARM

ASSETS OVER $1,000,000.00

By H. P. Mitchell MGR.

This is the Cawston Guarantee

This signed, legal guarantee is furnishea you with every Cawston Ostrich Feather. It protects you as specified for one year.

A SPIRIT OF CONFIDENCE prompts women to buy Cawston Plumes. This is justified by a quarter century of honorable goods and fair dealing.

Seven of the world's leading expositions have placed their stamp of approval on the superiority of Cawston Ostrich Plumes. Wherever they have been exhibited they have taken the Gold Medal over their competitors.

On this page we show the seven emblems of superiority, and are especially proud that at the Paris Exposition Cawston was given the award over the French, English and other foreign Ostrich Feather companies.

We trademark Cawston Plumes, for we are glad to have them identified. We never trademark inferior plumes.

Recently we originated the Cawston Guarantee, which is reproduced on this page. It goes with every Cawston Plume and protects the buyer for a year against defects in material and workmanship.

But greater than any of the testimonials of merit displayed on this page is the Spirit of Confidence of hundreds of thousands of American women, who continue to demand Cawston Plumes.

How to Order New Goods

IT IS EASY to order Cawston goods by mail by simply filling out the order blank carefully, and writing your name and address very legibly.

However, we have answered all possible questions which may arise in your mind connected with the ordering in the printed matter below. Please read it carefully.

ADDRESS OUR MAIL ORDER DEPOT NEAREST YOU. To insure the quickest possible service, address all correspondence to Cawston Ostrich Farm, at one of the three following addresses which is nearest your home:

500 Fifth Avenue, New York City.
108 Michigan Avenue, Chicago, Ill.
South Pasadena, California.

You will receive the same attention and the same quality and prices at our eastern stores as you would if you wrote direct to the farm in South Pasadena.

WRITE ORDERS PLAINLY. It is better to use our order blank. If you have none, write on any paper in your own way what you want. ALWAYS be sure to give catalog number, description and price.

HOW TO SEND MONEY. Remit by Post Office Money Order, Express Money Order or Bank Draft, payable to the Cawston Ostrich Farm. Orders less than $1.00 may be remitted in stamps. It is not safe to send cash, but if necessary, enclose it in a strong envelope and have it registered.

ALWAYS SIGN YOUR NAME THE SAME WAY. It will avoid serious mistakes and delay. Always prefix Mr., Mrs. or Miss.

OUR TERMS. The prices in this catalog are net and not subject to discount or concession. We have no agents. Remittances in full should accompany all orders. Where full catalog price of goods ordered accompanies order, we deliver goods to your nearest express or post office *Free of Charge.*

C. O. D. ORDERS. We ship C. O. D., with privilege of examining at express office, on orders amounting to $10 or over, provided one-half of the amount of the order is forwarded with order. Nothing, however, is gained by ordering C. O. D., for we hold ourselves liable for mistakes and we guarantee safe delivery and satisfactory goods. We refund your money immediately if you are not satisfied. We pay express charges on C. O. D. orders to destination, but purchaser must pay charges for sending us the balance due on the goods.

ACKNOWLEDGMENT OF ORDERS. We aim to ship all orders within twenty-four hours after receipt. We acknowledge receipt of all orders and state whether we are sending order by mail or express.

CANADIAN ORDERS. Canadian import duty on ostrich feather goods is thirty cents on the dollar, payable by the purchasers on receipt of goods.

REFERENCES. We refer by permission to Dun's, Bradstreet's or any bank in Los Angeles or Pasadena, Cal.

CAWSTON OSTRICH FARM

Established by Edwin Cawston in 1886

MAIL ORDER DEPOTS

500 Fifth Avenue, New York City
108 Michigan Avenue, Chicago, Ill.
South Pasadena, California
(Send orders to the nearest of the above addresses.)

BREEDING FARMS

San Jacinto and South Pasadena, Cal.

STORES

500 Fifth Avenue, New York City
108 Michigan Avenue, Chicago, Ill.
54 Geary Street, San Francisco, California
723 South Broadway, Los Angeles, California
South Pasadena, California
(Call at any of the above stores.)

GENERAL OFFICES AND FACTORIES

South Pasadena, Cal.

IMPORTANT

The growing popularity of Cawston Plumes has made it necessary to open branch stores at 500 Fifth Avenue, New York City, and 108 Michigan Avenue, Chicago, Ill., and to move our Los Angeles store to more capacious quarters at 723 South Broadway. Now we have a chain of Cawston Stores across the continent in the most exclusive shopping sections, where we carry complete stocks at the same prices as at our South Pasadena farm. These stores have repair factories. Save time by writing to the address nearest to you.

Cawston Repair Work

PLUME TUNNÉ

Made from an old, medium-sized plume, and two small tips to form the head.

TRIDENT

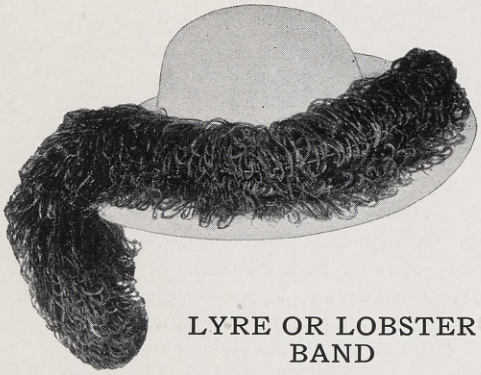
Made from an old three ply plume, or three single layer feathers, and a little new material for the head.

The foundation of this Collarette was formed from about a dozen old tips to which we added a layer of new long-fibered material.

Band and Plume Tunné set illustrated were formed of four medium-sized old plumes.

This Collarette

27 inches long, made of widest material, with velvet ribbon bow, is $18.00 *NEW*.



LYRE OR LOBSTER BAND

Formed of three old feathers of medium size. New Lyre Bands on Page 13.

This Plume was renewed by adding a new top layer. Prices for adding new tops on Page 11.

These Repairs were made at prices varying from $1 to $5. Send us your old feathers and we will notify you as to the cost.

These Fancies will look well on practically any style of hat.

The Cawston System of Repairs

YOUR OLD PLUMES are worth more money than you think. Our Repair Factories can make your dull, ragged and apparently useless old feathers into beautiful, artistic plumes or feather novelties after French designs—smart and now very fashionable. By re-dyeing, re-curling and perhaps adding a new top feather; by shortening long narrow plumes and thus securing the new style proportions; in a score of ways we can make your old plumes new and serviceable again. This Cawston Repair System includes artistic brainwork as well as skilled handiwork.

Willow Plumes, now out of style, can be made fashionable and beautiful again by the Cawston Process of Re-creating. Let us re-form your Willow into a smart French Plume, Boa, Fancy, Band, the new Bernhardt Collar or the Plume Tunné.

Study the Repair Work on the opposite page, and you will appreciate how attractive in beauty is the Cawston Repair Work. You can have your feathers re-formed like any of these styles or like the Fancies, Bands, Collars, Boas, etc. on Pages 12 and 13.

Have you some old feathers around the house? Hunt them up and send them to us with full instructions as to just what you want done with them. If in doubt, send them anyhow. Do not delay by writing first. We will advise you by return mail what is best to do with them and quote the cost. If you do not care to go on with the work, we will return them at our expense. If you wish only ordinary repairs, such as are listed below—SEND REMITTANCE IN FULL WITH THE ORDER.

Send to the nearest store or to the Cawston Ostrich Farm. Every Cawston Store has its own Repair Factory.

Prices for Ordinary Repairs

Prices for Curling

6 to 10 in. curled any style	$ .10
12 to 14 in. curled any style	.25
15 to 18 in. curled any style	.35
19 to 22 in. curled any style	.50
23 to 30 in. curled any style	1.00
Long Boas, per yard	1.00
Stoles, per yard	.50

These prices do not apply to willow plumes.

Cleaning or Dyeing, any Color, and Curling

6 to 10 in.	$ .25
12 to 14 in.	.50
15 to 18 in.	.75
19 to 22 in.	1.00
23 to 30 in.	1.50
Long Boas, per yard	1.75
Stoles, per yard	1.00

These prices do not apply to willow plumes.

Adding New Tops

The prices include a new top feather of the best quality, cleaning or dyeing, making your old feathers up as the lining or backing for the new Plume, and curling.

6 to 10 in. long	$ .50
11 to 12 in. long	.75
13 in. long	1.50
14 to 15 in. long	2.50
16 to 17 in. long	3.00
18 to 20 in. long	4.00
21 to 22 in. long	5.00
23 to 25 in. long	6.00

The above prices do not apply to willow plumes.
For extra full heads, where required, 50c extra.

These are average prices. They vary more or less according to the condition of your plumes.

How to Order Repair Work

How to Send Old Feathers

No special care need be used in packing—put them in box or large envelope and send them by mail, parcel post or express. Put your name and address on a slip of paper inside the package; then write it again on the outside. Write your instructions on the Repair Order Blank on Page 15 and mail separately.

Time Required for Repair Work

Our repair departments are equipped to turn out work in the shortest possible time. We guarantee you prompt delivery.

Shrinkage

Ostrich feathers shrink only when dyed black. Dying other colors does not effect them. Make allowance for this in sending orders. Don't be afraid of sending too many feathers. We will return all we can't use.

How to Measure Plain Plumes

Stretch it out flat and measure from the tip of the flues at the head of the feather to the heel. Do not include the wire and quill extending beyond the flues.

How to Measure Willow Plumes

Measure from the heel to the extreme end of the flues at the head of the feather.

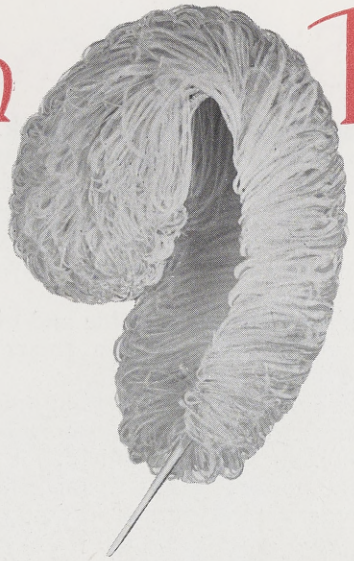
Colors

Be sure to state color—enclosing sample if possible. Dark colored feathers cannot be dyed lighter shades, but we can make any shade desired from white or light colored plumes.

Styles

In ordering old goods re-made, state plainly what style of shape and curling you desire. Give name and page in this catalogue on which the article you wish duplicated appears.

Cawston Fancies, etc.



MAXIXE

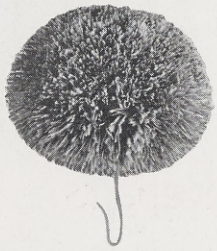
A remarkably popular Ornament consisting of a turn-over plume with full head.

Price $6.75.

NUMI

Burnt Ostrich Ornament.

Price $5.00.



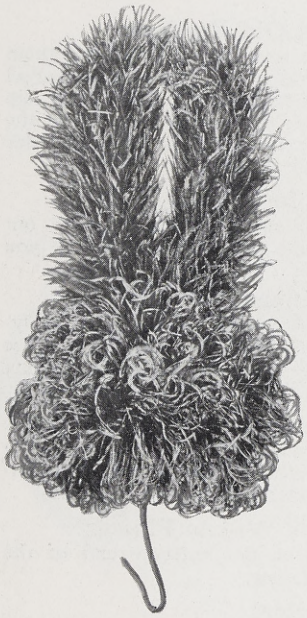
CLIPPED POMPON

Especially adapted to tailored hats. Prices:

Medium $1.50.
Large $2.50.

The FLORITA

Two separate uncurled Pompons with flues tied down forming stem. $5.00.



OSTRICH AIGRETTE AND POMPON—Combined

Prices:

No. 1—P.A. Small $5.00
No. 2—P.A. Medium $7.50
No. 3—P.A. Large $10.00

TIP BANDEAU

(Black Only)

8-inch Tips ..... $ 5.00
9-inch Tips 7.00
10-inch Tips 11.00

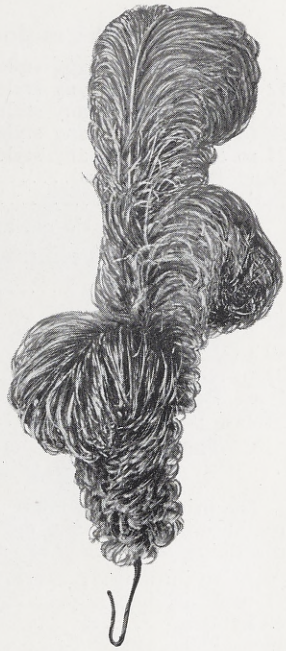
Prices on colored Bandeaux to match sample 10% extra.

The five Fancies above are furnished at the prices quoted in the following colors:

Cerise, Tan, Green, Brown, Blue, Black or White. Other solid colors to match samples 50c extra.

These prices cancel all previous quotations.

Cawston sells no Aigrettes, Numida, Paradise, Osprey—only Ostrich Plumes and feather goods.



TRIO

A smart Fancy showing three long tips one above the other.

Price $3.50.

Boas Bands Collars etc

DEMI-PLUMES

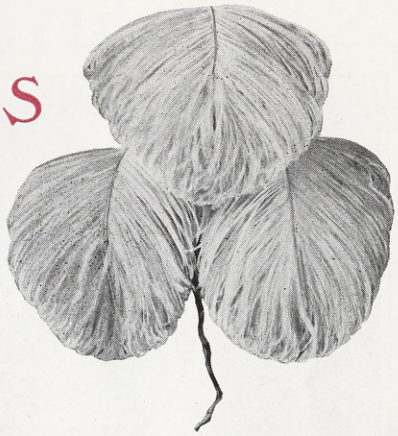
Excellent quality, good width, very glossy with heavy heads—in black only.

No. 10B, 10 in.....$1.25
No. 12B, 12 in..... 1.50
No. 13B, 13 in..... 1.75

OSTRICH COLLARETTES

Smart and very popular. Finest quality, full and fluffy, with either bows or tassels, 20 inches long.

Prices $5, $7.50 and $10.



FRENCH HEADS

Three in a bunch. Always in fashion and suitable for bonnets or the present style of hats.

No. 250, 8 in.....$1.50
No. 350, 9 in..... 2.50
No. 450, Ex. 10 in..... 4.00
No. J, 9 in., ex. width 5.00
No. K, 10 in., ex. width 6.00

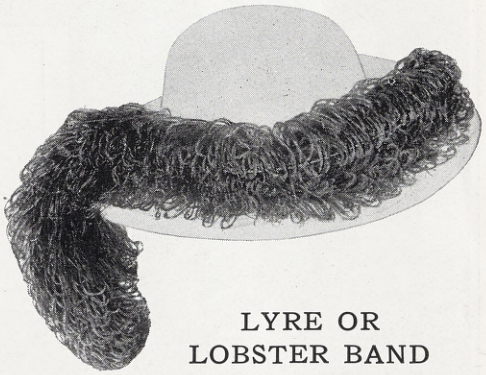
White, Black or any solid colors in foot note on opposite page. Shaded colors 50c extra per bunch.

OSTRICH BOAS

have returned to favor and are now most fashionable. Our Boas are of choicest stock, of good width and fullness.

No. 15T, 1¼ yds. long, with heavy 9-in. silk tassels $15.00
No. 203, 1½ yds. long, no tassel..... 20.00
No. 255, 2 yds. long, no tassel..... 25.00
No. 355, 2 yds. long, no tassel, extra heavy, long flues..... 35.00

Complete line of Ostrich Stoles of narrow material in two strands, to give a flatter effect. Same prices as Boas.



LYRE OR LOBSTER BAND

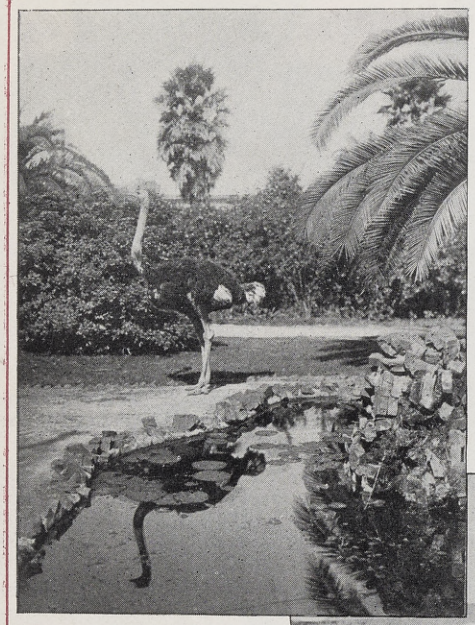
The newest style of hat bands with flues curled outwardly. A complete trimming for any hat.

No. L-5, 24 in. long, without head....$ 5.00
No. L-7, 27 in. long, without head.... 7.50
No. L-H, 30 in. long, with large full head 15.00
No. L-D, 33 in. long, with full head at each end 20.00

Also a complete stock of flat Amazon Bands. Price $3 to $8.

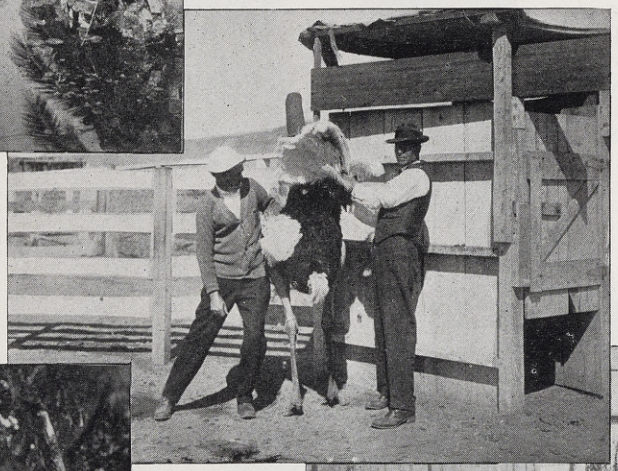
These prices cancel all previous quotations.

Scenes of the Farm

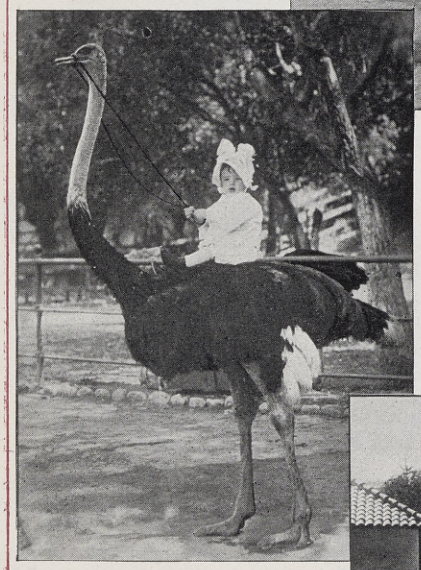


A Semi-tropical Scene at the Cawston Ostrich Farm.

A Group of Ostriches at the Farm.



Plucking the Male Ostrich which has been hooded and so rendered docile.



A Baby of the Farm.

Male and Female Ostriches and a set of eggs.

Drying Cawston Plumes in the Brilliant California Sunshine.

TEAR OR CUT OFF HERE

Order Blanks

Order Blank for New Goods

CAWSTON OSTRICH FARM,
South Pasadena, California.
108 Michigan Ave., Chicago, Ill.
500 Fifth Avenue, New York City.

MAIL TO OUR ADDRESS NEAREST YOU.

Please send me, delivery prepaid, the articles enumerated below. These articles are purchased in accordance with your guarantee. If for any reason not satisfactory, I may return same, and you will promptly refund my money.

No.	Color	Article	Price Each

I enclose P. O. money order / Express money order / Bank draft for $ ..... Total .....

Name ..... Post Office ..... State .....

TEAR OR CUT OFF HERE

TEAR OR CUT OFF HERE

Order Blank for Repair Work

CAWSTON OSTRICH FARM,
South Pasadena, California.
108 Michigan Ave., Chicago, Ill.
500 Fifth Avenue, New York City.

MAIL TO OUR ADDRESS NEAREST YOU.

I am sending you by mail / parcel post / express ..... feathers, which I would like to have you examine and quote me a price for the following work:

(State here just what you would like to have done or ask our advice if you prefer)

.....

.....

.....

.....

.....

.....

.....

It is understood that you will await approval of quotation before going ahead with the order, and if I am not satisfied with price you will return feathers to me at once at your expense.

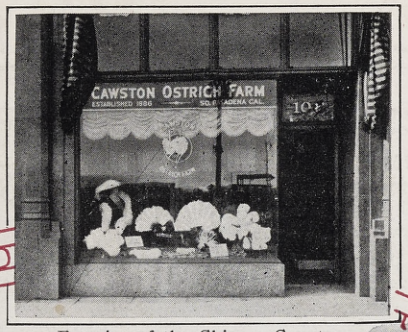
Very truly yours,

Name ..... Street .....

City ..... State .....

Be sure your name is attached to feathers and package. We prepay return charges on all repair orders.

A Chain of Cawston Stores Across the Continent



Exterior of the Chicago Cawston Store at 108 Michigan Ave.

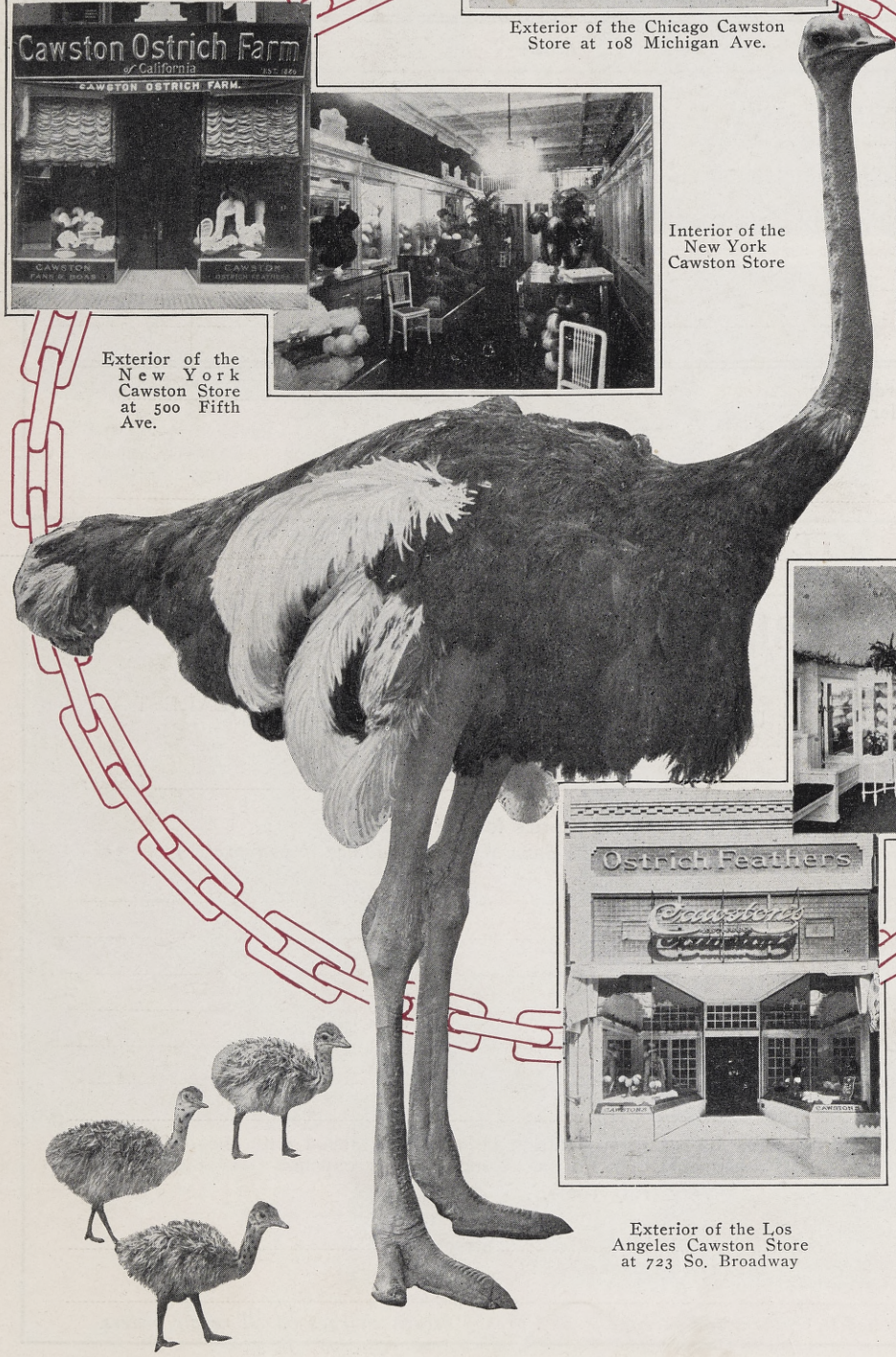
Exterior of the New York Cawston Store at 500 Fifth Ave.

Interior of the New York Cawston Store

Exterior of the San Francisco Cawston Store at 54 Geary St.

Interior of the Los Angeles Cawston Store

Exterior of the Los Angeles Cawston Store at 723 So. Broadway



SEGNOGRAM PRESS
LOS ANGELES